



MedTech Frontiers

Critical Needs in Critical Care: Innovation for the ICU

Date: Thursday September 2, 2010

Time: 6:00 – 9:00 pm, presentation begins at 6:45 pm

Location: Triple Ring Technologies, 39655 Eureka Drive, Newark

Speaker: Dr. Thomas Kreck, MD



Cost: The seminar is free of charge, but registration is required for planning purposes

On-Site registration: A limited number of on-site registrations will be available

About the Seminar:

Dr. Kreck will provide an overview of unmet needs in critical care from the perspective of a treating physician. The ICU environment is device and technology rich. Yet, devices can cause (or at least be complicit in) many serious complications, and usually it's the "simple" ones that cause the most trouble. Better devices can save lives and costs, whether they are improved versions of existing devices, less risky substitutes, prevent the use of a risky device, or represent a wholly different way of approaching the problem. Payors will pay for better devices, particularly if it saves them money and embarrassment. An overall theme for ICU innovation is Less is More, that is, devices that are less invasive, lead to shorter ICU and hospital stays, reduce the need for antibiotics, and have less focus on "normal" number for "abnormal" situations, less cost, less delay, less variability, and fewer workplace injuries. This presentation will highlight some of the specific areas in which device innovations for the ICU environment can have major impacts on patient outcomes, patient and worker safety, cost, or all of these together.

About the Speaker:

Dr. Kreck has been on the staff at Kaiser Permanente Medical Center in Hayward, CA since 2001. He is board certified in critical care medicine, internal medicine, and pulmonary disease. He is an inventor and recipient of numerous awards, including the Resident Teaching Award, *Alpha Omega Alpha* Chapter, University of Pennsylvania. He received his BS degree in electrical engineering from Villanova University, *Cum Laude*, and his medical degree from University of Medicine and Dentistry of New Jersey (UMDNJ) – Robert Wood Johnson Medical School in 1990. From 1991-2001, he held a Pulmonary & Critical Care Fellowship at the University of Washington.

For more information and registration visit
<http://www.medtechfrontiers.com>